

ABSTRACT

Recommendation Toward Integrated Marketing Communication To Increase Medical Check Up Attendance In Adi Husada Undaan Wetan Hospital

Medical check up attendance in Adi Husada Undaan Wetan Hospital (Adi HUWH) decline from 2010 to 2013 and can't reach hospital management target. A method that can be used to improve the effectiveness of promotion was integrated marketing communication. The purpose of this research was to give recommendation toward integrated marketing communication design to increase medical check up attendance in Adi HUWH. This was an observational research conducted cross-sectional in May-July 2014. Data was collected using questionnaires. The population was outpatient's customers within the inclusive criteria. The research was limited by one-month time limit and total samples collected were 120. The result showed both medical check up need and demand were high. Individual characteristic that had significant correlation with medical check up need was income while income and payment method had significant correlation with medical check up demand. Promotion planning has involved all structural hierarchy. Doctors expected as information source, and communication marketing mixes expected by respondents were personal selling and sales promotion, and hospital promotion only gained low awareness among respondents. Conclusion: need and demand for medical check up is high but there is gap in medical check up package need and promotion method expectation. Income and payment method can be used as base to decide promotion target. Doctors and marketing department acts as information source. Therefore, the design of integrated marketing communication should be created to achieve awareness and increase demand, targeted for middle up class individual and company, using various media and communication marketing mix.

Keywords: Medical Check Up, Hospital Promotion, Integrated Marketing Communication.